PATENT   **Attorney Docket No.: W1200-00066**

II. Amendments to the Claims

    Claims 1-17, 19-35 and 37-40 are currently pending. This listing of claims replaces all prior versions and listing of the claims.

    1. (currently amended) A computer-implemented method for processing lottery sales data, comprising the steps of:

      obtaining location information for a plurality of lottery retailers with a processor;

      assigning unique identifiers to the plurality of lottery retailers through a processor, said unique identifiers <u>distinguishing individual ones of said lottery retailers by</u> ~~indicating~~ types of lottery games sold by ~~respective lottery retailers from~~ said plurality of lottery retailers; ~~and~~

      <u>obtaining location information for at least one existing retailer that does not sell</u> <u>lottery games;</u>

      identifying on a map display displayed by a user terminal using said unique identifiers assigned through said processor respective locations of lottery retailers from said plurality of lottery retailers<u>; and</u>

      <u>identifying on said map display a location of said at least one existing retailer that</u> <u>does not sell lottery games.</u>

    2. (original) The method of claim 1, further comprising the step of identifying on said map display lottery sales data for at least one identified retailer.

    3. (original) The method of claim 2, wherein said lottery sales data represent total sales for a selected time period of the types of lottery games sold by the at least one identified retailer.

    4. (canceled)

<div align="center">2</div>

PATENT   **Attorney Docket No.: W1200-00066**

5.   (currently amended) The method of claim 1 [[4]], further comprising the step of,
after the step of identifying on said map display ~~an indication of a location of~~ said at least one
existing retailer that does not sell lottery games ~~non-lottery retailer~~, utilizing information
discerned from said map display in making a retailer decision, said retailer decision comprising
considering establishing said at least one existing ~~non-lottery~~ retailer as a retailer of lottery
games.

6.   (original) The method of claim 1, further comprising the step of identifying on
said map display demographic data for a geographic region shown on said map display.

7.   (original) The method of claim 6, further comprising the step of, after identifying
on said map display demographic data for a geographic region shown on said map display,
utilizing information discerned from said map display in making a lottery game marketing
decision.

8.   (original) The method of claim 6, wherein said demographic data include
population data.

9.   (original) The method of claim 6, wherein said demographic data include
population income data.

10.   (original) The method of claim 1, further comprising the step of identifying on
said map display a street address for at least one identified retailer.

11.   (original) The method of claim 1, further comprising the step of automatically
generating travel data representing a trip to at least one identified retailer.

3

12.   (original) The method of claim 11, wherein said travel data represent a travel route to said at least one identified retailer, travel distance, travel time, gas usage, overtime expenses or a combination thereof.

13.   (original) The method of claim 11, wherein said travel data represents a travel route to said at least one identified retailer, said method further comprising the steps of utilizing said travel route in determining a travel route for delivering instant tickets to said one or more retailers.

14.   (currently amended) A computer-implemented method for processing lottery sales data, comprising the steps of:

     obtaining location information for a plurality of lottery retailers and a plurality of existing retailers that do not sell lottery games ~~non-lottery retailers~~ with a processor;

     identifying on a map display displayed by a user terminal a location of at least one lottery retailer from said ~~a~~ plurality of lottery retailers;

     identifying on said map display lottery sales data respective to said at least one lottery retailer representative of lottery sales by said at least one lottery retailer for a selected period of time; and

     identifying ~~an indication of~~ a location of at least one of said existing retailers that do not sell lottery games ~~non-lottery retailer from said plurality of existing non-lottery retailers~~ on said map display.

15.   (original) The method of claim 14, wherein said lottery sales data represent lottery sales according to lottery game type.

4

PATENT   **Attorney Docket No.: W1200-00066**

16.   (original) The method of claim 15, wherein said lottery sales data represent total sales for said selected time period of the types of lottery games sold by the respective lottery retailers.

17.   (previously presented) The method of claim 14, further comprising the step of utilizing information discerned from said map display in making a retailer decision.

18.   (canceled)

19.   (original) The method of claim 14, further comprising the step of identifying on said map display demographic data for a geographic region shown on said map display.

20.   (original) The method of claim 19, wherein said demographic data include population data.

21.   (original) The method of claim 19, wherein said demographic data include population income data.

22.   (original) The method of claim 19, further comprising the step of, after identifying on said map display demographic data for a geographic region shown on said map display, utilizing information discerned from said map display in making a lottery game marketing decision.

23.   (currently amended) The method of claim 14, further comprising the step of identifying on said map display a street address for s~~aid~~ at least one identified retailer.

5

24.   (currently amended) A computer-implemented system for processing lottery sales data, comprising:

a data storage comprising location information for a plurality of lottery retailers, lottery game type data associated with said lottery retailers, and location information for at least one existing retailer that does not sell lottery games;

(a)——means for assigning unique identifiers to the [[a]] plurality of lottery retailers, said unique identifiers distinguishing individual ones of said lottery retailers by indicating types of lottery games sold by respective lottery retailers from said plurality of lottery retailers; and

(b)——means for identifying on a map display displayed by a user terminal using said unique identifiers respective locations of lottery retailers from said plurality of lottery retailers; and

means for identifying on said map display a location of said at least one existing retailer that does not sell lottery games.

25.   (original) The system of claim 24, further comprising means for identifying on said map display lottery sales data for at least one identified retailer.

26.   (original) The system of claim 25, wherein said lottery sales data represent total sales for a selected time period of the types of lottery games sold by the respective lottery retailers.

27.   (canceled)

28.   (currently amended) The system of claim 24 27, further comprising means for identifying on said map display demographic data for a geographic region shown on said map display.

6

PATENT   **Attorney Docket No.: W1200-00066**

29.   (original) The system of claim 28, wherein said demographic data include population data, population income data or a combination thereof.

30.   (original) The system of claim 24, further comprising means for identifying on said map display a street address for at least one identified retailer.

31.   (currently amended) The system of claim 24, further comprising ~~the~~ means for automatically generating travel data representing a trip <u>to</u> at least one identified retailer.

32.   (original) The system of claim 31, wherein said travel data represent a travel route to said at least one identified retailer, travel distance, travel time, gas usage, overtime expenses or a combination thereof.

33.   (currently amended) A computer-implemented system for processing lottery sales data, comprising:

<u>a data storage comprising location information for a plurality of lottery retailers, lottery sales data associated with said lottery retailers, and location information for at least one existing retailer that does not sell lottery games</u>

~~(a)~~——means for identifying on a map display displayed by a user terminal a location of at least one lottery retailer from a plurality of lottery retailers;

~~(b)~~——means for identifying on said map display lottery sales data respective to said at least one lottery retailer representative of lottery sales by said at least one lottery retailer for a selected period of time; and

~~(c)~~——<u>means for</u> identifying ~~an indication of~~ a location of <u>said</u> at least one existing <u>retailer that does not sell lottery games</u> ~~non-lottery retailer~~ on said map display.

7

PATENT   **Attorney Docket No.: W1200-00066**

34.   (original) The system of claim 33, wherein said lottery sales data represent lottery sales according to lottery game type.

35.   (original) The system of claim 34, wherein said lottery sales data represent total sales for said selected time period of the types of lottery games sold by the respective lottery retailers.

36.   (canceled)

37.   (original) The system of claim 33, further comprising means for identifying on said map display demographic data for a geographic region shown on said map display.

38.   (original) The system of claim 37, wherein said demographic data include population data.

39.   (original) The system of claim 37, wherein said demographic data include population income data.

40.   (currently amended) The system of claim 33, further comprising means for identifying on said map display a street address for ~~said~~ at least one <u>identified</u> retailer.

8